



USDA/FAS TRADE SHOW TIDBITS

FEBRUARY 2006

AIMING TO PLEASE



For information on upcoming USDA-supported trade shows you'll love, visit (and bookmark) "**What's Hot!**"

<http://www.fas.usda.gov/agexport/TS/WhatsHot.html>

GET OUR NEW CALENDAR!

The 2006-2007 calendar of USDA-supported trade shows is available at <http://www.fas.usda.gov/agexport/shows/TradeShowCalendar06-07.pdf>

WHAT'S IN A NAME?

The Trade Show Office has changed its name. Oh, don't worry – we'll still be providing you with the same great trade

show support – but we have combined with the team formerly known as AgConnections to form the **Overseas Trade Support Group** that will coordinate all activities with our foreign offices. Our email addresses and phone numbers remain the same.

MIDDLE EAST INTRIQUE



American Café/Morocco, (June 5 -7, 2006) Casablanca. FAS will arrange exhibition space and one-on-one meetings with carefully selected buyers. This event is only open to the trade, including importers, distributors, as well as buyers from hotels, supermarkets, restaurants, catering companies, and institutions. Best market prospects include dried fruits & nuts, sauces & condiments, popcorn, salad dressings, pet food, snacks, diet snacks, kosher foods, honey, wines, beer, non-alcoholic beverages, sport drinks, cereal derivatives, rice, exotic juices, chips, crackers, dairy products, confectionery, ice cream, canned vegetables, canned fruit, fresh apples, and pears. For more

information, contact Tobitha at 202-690-1182 or Tobitha.Jones@usda.gov

AFRICAN ADVENTURE



Alimenticia (New) (May 31-June 4, 2006) Luanda, Angola. Alimenticia is the international exhibition of food, drink, hotelier, and vending in Luanda. Best prospects include grains, pulses, canned meats, alcoholic and non-alcoholic beverages, sauces, beer, poultry, offal, and oils. For more information, contact Tobitha at 202-690-1182 or Tobitha.Jones@usda.gov

ASIAN ACCENTS



FOODEX (March 14-17, 2006) Tokyo, Japan. FOODEX is sold out! If you would like to be added to the waiting list, contact Shani at 202-720-2075 or Shani.Zebooker@usda.gov

Food & Hotel Korea (March 21-23, 2006) Seoul. Korea is the United States' fifth largest market for agriculture, fishery, and forestry products. This show provides access to major food importers, distributors, hoteliers, restaurateurs, and retailers who are looking for food and beverages, wines and spirits, hospitality and

foodservice, and ingredients. Best market prospects include fish and seafood, fresh citrus, and wines.

Space is still available!

Contact Tobitha at 202-690-1182 or Tobitha.Jones@usda.gov

Food & Hotel Asia (April 25-28, 2006) Singapore. A biennial event, FHA 2004 had the best attendance ever, drawing 2,718 exhibitors from 98 countries/regions and over 37,000 visitors. The food market in Asia has been showing good growth, driven by the large population base. Best market prospects include fresh produce, chilled and frozen food, meat and poultry, confectionery, snacks and ice cream, dairy products, seafood, specialty food, ingredients, processed food and convenience food, and beverages. Contact Sharon at 202-720-3425 or Sharon.Cook@usda.gov

SIAL China (May 29-31, 2006) Shanghai. SIAL China features a wide array of international exhibitors focused on food and beverage marketing to hotel and retail sectors. The show organizers have succeeded in attracting China's leading retailers. Best market prospects include organic and non-GMO corn snacks, various pasta sauces for foodservice, soy-based meat alternatives and processed vegetable products. Contact Tobitha at 202-690-1182 or Tobitha.Jones@usda.gov

IFIA Japan (May 30-June 1, 2006) Tokyo. Japan is America's largest overseas trading partner and ranks as the third largest market in the world for food additives and ingredients. With more than 26,000 trade-only visitors in 2005, IFIA Japan is the best place to introduce new products and meet new buyers. Best product prospects include antioxidants, additives, cereal products,

confectionary ingredients, dairy products, dietetic foods, egg products, fats and oils, fibers, food coloring, food supplements, frozen foods, fruits and vegetables, healthy foods/beverages, juices, low-cal foods, malt extracts, nutraceuticals, organic products, preservatives, proteins, seasonings and spices. For more information, contact Shani at 202-720-2075 or

Shani.Zebooker@usda.gov or visit <http://www.ifiajapan.com>

Food and Hotel China (June 7-9, 2006) Beijing. FHC 2006 Beijing is timed perfectly for exhibitors to capitalize on the 2008 Olympics. FHC 2006 offers opportunities for companies in the food and beverage sectors to sell to Beijing and the North China marketplace. Contact Tobitha at 202-690-1182 or Tobitha.Jones@usda.gov or visit www.fhcbeijing.com.cn/

Food Taipei (June 21-24, 2006) Taiwan. Food Taipei is the largest food and beverage show in Taiwan. Taiwan is the United States' sixth largest export market in the world for food and agricultural products. Products in demand include fresh fruits and vegetables, selected dairy products, snack foods, poultry products, wines, seafood, rice, tree nuts, healthy food, beef, and juices. For more information, contact Tobitha at 202-690-1182 or Tobitha.Jones@usda.gov

♪ CHICAGO ♪ CHICAGO ♪

U.S. Food Export Showcase at FMI (May 7-9, 2006) Chicago, Illinois. The U.S. Food Export Showcase (USFES) has gained a reputation for featuring innovative, trend-setting

products and attracting power buyers from around the world. This year's event will once again feature five shows in one: Food Marketing Institute (FMI), USFES, All Things Organic, Fancy Food Show, and United Produce Expo & Conference. For more information on exhibiting in the USFES, contact mcassinelli@cmgexpo.com.

American Food Fair at NRA (May 20-23, 2006) Chicago, Illinois. The National Association of State Departments of Agriculture is once again organizing the American Food Fair at the National Restaurant Association (NRA) show. Join the 2,000 exhibiting companies and more than 50,000 registrants at NRA 2005. For more information on exhibiting, contact aff@cmgexpo.com.

LATIN SWING



Antad (March 29-31, 2006) Guadalajara, Mexico. Antad is Mexico and Latin America's biggest food and supermarket show with more than 900 exhibitors and 15,000 top buyers. Best market prospects include fish and seafood, processed fruits and vegetables, dairy products, snack foods, fresh and prepared red meats, poultry meat, eggs, soybean meal and oil, and wheat flour. Contact Tobitha at 202-690-1182 or Tobitha.Jones@usda.gov

Alimentaria Mexico (June 6-8, 2006) Mexico City. Alimentaria Mexico is *the* show that retail buyers attend to find products for the Mexican

market. Contact Tobitha at 202-690-1182 or Tobitha.Jones@usda.gov.

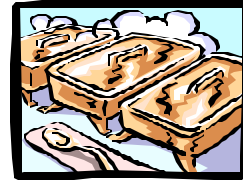
Exphotel (June 7-9, 2006) Cancun, Mexico. Join us at Exphotel to promote products for the hospitality sector. Best products include seafood, fish, beef, lamb, veal, pork, duck, sausages and other processed meats (including poultry, pork, and red meats), cheese, ice cream and other dairy products, wines, soft drinks, processed foods, etc. Contact Tobitha at 202-690-1182 or Tobitha.Jones@usda.gov

GEORGIA ON MY MIND



Trade and Investment Mission to Georgia (May 15-19, 2006). Our colleagues in the FAS International Cooperation and Development area are sponsoring a Trade and Investment Mission to Georgia to promote trade and investment, particularly in agricultural processing equipment, inputs, livestock genetics, ready-to-eat products, meat and poultry, and grain and feed sectors. The USDA will be paying for some travel costs associated with the mission. For more information, contact Darrell Upshaw at 202 690-1786 or Darrell.Upshaw@usda.gov

EUROPEAN SMORGASBORG



European Seafood Exposition (May 9-11, 2006) Brussels, Belgium. Held annually, ESE is the most prestigious seafood event in the world, and it continues to be a key marketing event for many exporters of U.S. seafood. ESE 2005 attracted 1,530 exhibitors and 22,000 trade visitors from more than 100 countries. For more information, contact Sharon at 202-720-3425 or Sharon.Cook@usda.gov



S-U-C-C-E-S-S!

Leads Ripen into Sales at Fruit Logistica 2006. Fruit Logistica was held February 2-4 in Berlin, Germany. This trade show is the world's largest for fresh fruits & vegetables, dried fruits, and tree nuts. The event attracted 35,634 visitors (a 23 percent increase from last year) from 112 countries. Visitors to the USA Pavilion could find apples, pears, citrus, cranberries, dates, dried plums, tree nuts, sweet potatoes, and more. The 13 exhibitors in the USA Pavilion reported on-site sales of \$175,000 and projected 12-month sales of \$2.1 million. Fruit Logistica 2007 is scheduled for February 8-10.